



## RESERVE INTERACTIVE HISTORIC TIMELINE

- 1996 Efficient Frontiers founded by Beth Goodell and Lynn Carter
- 1999 Ron Goodell joins Efficient Frontiers as VP & Chief Customer Relations Officer
- 2000 Robert Edmeyer Jr. appointed Chairman of the Board
- 2005 Efficient Frontiers changes name to ReServe Interactive
- 2005 ReServe Interactive announces ReServeIT/ReQuestIT
- 2006 ReServe Interactive launches ReServe Anywhere®
- 2007 ReServe Interactive introduces web-based Customer Self Service Portal
- 2007 ReServe relocates Livermore sales and service offices
- 2008 Michael R. Edmeyer joins ReServe Interactive as Vice President of Sales
- 2008 ReServe launches new brand strategy